

# MAGIC <sup>OF</sup> SCIENCE FAIR AND FAMILY FESTIVAL

JUNE 8, 2024 • TUNE CENTER AT HCC • 510 THOMAS RUN ROAD • BEL AIR, MD

## Be a part of Maryland's BIGGEST Science Festival!

Get your brand in front of **thousands** of families!

The Magic of Science Festival is a fun-filled family day of play that features interactive activities and performances to celebrate the wonders of science. As a sponsor, your message will be delivered to thousands of families who attend the festival from across Maryland, Delaware, and Pennsylvania.

Now in its third year, the Magic of Science is a free, rain-or-shine festival designed to inspire a passion for science and love of learning for thousands of youth. The Magic of Science Festival is brought to you by the Discovery Center at Water's Edge, a new science center in Harford County, Maryland.

Select one of our standard sponsorship packages or let us design one for you. Don't delay... The early birds get the [promotional] worms! Sign up by March 31 to reap the promotional benefits of being a Magic of Science Festival sponsor.

To become a sponsor, scan or visit [DiscoveryCenterMD.org/MagicofScience/](https://DiscoveryCenterMD.org/MagicofScience/) or contact [Joan@DiscoveryCenterMD.org](mailto:Joan@DiscoveryCenterMD.org) today.



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## Sponsorship Benefits At-a-Glance

### General Festival Recognition – April - June

	<b>Pioneer</b> \$10,000 (3 available, industry-exclusive)	<b>Discoverer</b> \$5,000 (4 available, industry-exclusive)	<b>Adventurer</b> \$2,500 (8 available)	<b>Explorer</b> \$1,000 (10 available)	<b>Contributor</b> \$500
Radio Advertising	106.5	HCC			
Print and Digital Advertising	Prominent in All as Pioneer Sponsor	Logo Recognition as Supporting Sponsor Print Advertising	Name Recognition in Print Advertising		
Magic of Science Social Media Campaigns (Facebook, Instagram, LinkedIn, and Twitter)	Included in All Paid & Organic SM Campaigns	Individualized SM Posts with Logo & Website Links	Announced as Sponsor in 3 posts	Announced as Sponsor in 1 Post	Thanked at Least 1x in a Post
Media and PR Campaigns	Top Billing as Pioneer Sponsor All Press Releases	Recognition as Supporting Sponsor All Press Releases	Recognition as Contributing Sponsor Final Press Release	Recognition as Sponsor Post-Event Press Release	Listed as Sponsor Post-Event Press Release
Logo on Magic of Science Website with Link	Logo with Link	Logo with Link	Logo with Link	Logo with Link	Logo with Link
Magic of Science e-Newsletter	Logo and Feature Story	Logo with Link	Logo	Name Recognition	Name Recognition
Recognition on Signage at the Discovery Center at Water's Edge	Prominent on Donor Wall at DCWE April-June	Logo Recognition on Donor Wall at DCWE	Logo Recognition on Poster at DCWE	Name Recognition on Poster at DCWE	Name Recognition on Poster at DCWE
Promotional Festival Poster (Sign up by March 31)	Top Billing on Promotional Poster	Logo Recognition on Promotional Poster	Name Recognition on Promotional Poster		
<b>Event Day Recognition</b>					
Named Event Space with Banner or Sign	Pioneer's Choice*	Discoverer's Choice*	Adventurer's Choice*	Explorer's Choice*	
Magic of Science Signage	Top Billing on All Festival Signage	Recognized on All On-Site Signage	Logo Included on All Sponsor Posters	Prominent Name Recognition on All Sponsor Posters	Name Recognition on All Sponsor Posters
Logo on T Shirt	Logo	Logo	Logo	Logo	Listing
Advertisement in Magic of Science Visitor's Guide	Full Page	Half Page	Quarter Page	Logo and Listing	Listing
Exhibitor or Vendor Space	Featured Space at Event Entrance	10-foot Space in Exhibition Tent Preferred Location	10-foot Space in Marketplace Tent Preferred Location	10-foot Space MoS Choice	Upon Request
Speaking Opportunity					
Exclusive Invitations to VIP Breakfast					
Employee Volunteer Opportunities					
Tickets to Sponsor Lounge	10 Tickets	5 Tickets	3 Tickets	1 Ticket	

**Pioneer and Discoverer sponsors are guaranteed industry exclusivity. First come, first served.**

\* ► **Pioneer's Choice:** Exhibition Tents, or Marketplace and Food Tents; ► **Discoverer's Choice:** Science Fair, Magic Show, Robotics Arena, or VIP Breakfast; ► **Adventurer's Choice:** Family Games Tent, Coding Classrooms, Donation Stations, Festival Printing, Petting Zoo, Modular Train Expo, VIP Green Room, Carnival, Kidz Construction Corner, Volunteer Hospitality Room, or Photos with Rosalind; ► **Explorer's Choice:** K9 Demonstration, Scavenger Hunt, Balloon Art, or Face Painting

For more information, contact  
Joan@DiscoveryCenterMD.org or visit  
DiscoveryCenterMD.org/MagicofScience/.